2007 Annual Report

A Word from the Executive Director

The beginning of a New Year gives most of us cause to stop and reflect on the events and people that that made it memorable. In 2007, the Marsh enjoyed another year of steady growth of visitors and popularity. Our programs are evolving to attract a much more diverse audience and gradually the local population is realizing the Marsh is not just a place "you visited with your grade 7 class". Evening programs, workshops, live animal shows, year round events and an unequalled ski / hiking / biking trail system are just some of the constant attractions Wye Marsh has to offer visitors throughout the year.

2007 proved to be an interesting year, both very challenging and very rewarding. Wye Marsh celebrated many successes and innovations throughout the year. Wye Marsh is much closer to being financially stable and now efforts and resources can be focused on improving the facility, developing a management plan for the Wye Valley, completing an inventory of Species at Risk, and expansion of recreational opportunities.

Once again I would like to thank our enthusiastic and talented staff and the many dedicated volunteers that made the year a success.

Laurie Schutt

Overview

This past year, with the benefit of the addition of a paid marketing staff and new program initiatives, Wye Marsh reached an incredible attendance of 65,390! This figure does not include the many unpaid trade shows or fairs we attended.

Two wind turbines were erected, each with a different design and application, partnered with solar panels and now continually produce a small amount of electricity to supplement our needs. New education programs were developed for into the sustainable energy theme.

Bird aviaries were air lifted to a location on Old Fort road which was purchased this year. New birds have been added to the flying and education roster.

Membership numbers increased and new events were added; dog sledding, Garfield Dunlop's spaghetti dinner event, and Wine & Cheese in The Marsh.

The Trumpeter Swans reached a sustainable population which moved Wye Marsh into a monitoring phase.

Many improvements were made both inside and out as we face the ever growing challenge to meet the expectations of our visitors with an aging facility.

<u>Staff</u>

There were a few staff changes in 2007. Two members of the program team, Chris Michalak and Adam Zita moved on to develop their careers after three years of hard work at Wye Marsh. Our store manager, Evelyn Kain retired after many years and now works in a small shop in Barrie where she now lives. Marsh Memories gift shop has a new coordinator, Chris Zwicker, who comes with experience running her own business. Sonya Stemerdink has been hired as Assistant Program Manager and is fluently bilingual, a necessity today. Mike Pahor was also hired to help program and Maintenance. He has spent many long hours track setting in our ever changing snow conditions.





Volunteers

Once again, the volunteer support Wye Marsh received was incredible. A total of 16,834 hours were logged by our dedicated volunteers. This total was slightly down for last year due to the decreasing marketing interns from Germany as well as the downsizing of the swan program.

In 2007 we were able to once again acknowledge the support of 6 well deserving volunteers on a provincial level. The selection process is always a challenge as so many of our volunteers are deserving of this distinction The candidates were eventually chosen for the impressive number of hours they logged throughout the year in all their diverse fields. Also factored in was the length of time they have been on our roster. So, hats off to Dorothy Harper, Helen Riggin, Alfred Scott, Peggy Duhig, Al MacDonald, and our Junior honouree, Jordon St. Croix.

2007 was a busy year indeed as once again our volunteers rallied both to assist in our fundraising efforts but also as ambassadors to our customers and audience at large. This work force provides education, entertainment, both manual and high tech labour, support at offsite trade shows and events all over southern Ontario, all the while promoting the many facets of Wye Marsh. We offer our expression of thanks and will continue to remain in their debt.



Programs

The program department is an integral part of Wye Marsh's mission. In 2007 the Wye Marsh's naturalist team worked hard to provide new and exciting programs connecting people with nature. Whether taking part in a curriculum based school program, or just bringing the whole family by for a visit, a high level of



customer service and quality programming were offered. Our visitors always had plenty of opportunities to get involved and get their "hands dirty". By creating opportunities based on "the experience", the program department encouraged guests to be more than just visitors – our guests became part of our ecosystem.

Curriculum based school programs play a huge role in Wye Marsh's overall business. 2007 saw over 20,000 students directly take part in a grade specific program lead by our energetic naturalists. The Simcoe District School Board contract continued in 2007 focusing

on grade 4 and grade 7. These programs, "Grade 4: Animal Habitats and Adaptations" and "Grade 7: Ecosystems" allow us to do what we do best. That is, get down, get dirty, and get into the Marsh! Dipnetting and Forest Plot studies allowed students to explore woodlands and wetlands in a hands-on, exciting way they will not forget. New programs were developed for high school aged students focusing on forestry, population dynamics, and sustainable energy. The wind turbines proved to be an invaluable tool for teaching students about our ecological footprint, and what the future may hold for our planet. All these programs were guided by our knowledgeable naturalists, students left with a realistic understanding of wetland issues and the important role of Wetlands in Ontario



Programs (con't)

Scouts and Guides and other user groups took advantage of our Residential facilities and programming. Groups continue to travel from all over Ontario to visit Wye Marsh. We are continually supported by local groups that consistently book weekend visits and day programming year in and year out. In 2007, we provided skiing and snowshoe badge days for scouting and guiding groups, badge programs for day visiting groups, and exciting programs for those staying in our facilities. Many of these groups also assisted in stewardship initiatives by learning about invasive species, then assisting in removal.

In 2007 an emphasis was put on having an exciting "nature experience" for all visitors to take part in. Daily



programs throughout the summer and every weekend ensured their day was full of "edu-tainment". Guided walks, Canoes, Meet the Creatures, Birds of Prey, and one hour workshops on survival training, ski lessons, bees, birds, and more gave many reasons for guest to keep coming back. Night programs including Saw Whet Banding Owl banding, Owl Prowl, Creatures of the Night, Astronomy, and Moonlight skis allowed guests to explore the marsh, guided by the moon. The Adventure Race, Turkey Trot, and Hare's Hop races invited

our most energetic visitors to run, bike, and canoe the property while allowing us to meet our goal of showing off the whole property.



In an effort to draw new members, Wye Marsh also focused on a new club based program. Doggie Days; has proved to be a great way for dog owners to get outside with their K-9 friends and engage in a doggie social.

With the success of Canoe Eco-tours in 2006, the Program department continued the momentum by creating a winter eco-tour. Both of these programs are based on "Experiential Tourism" and afford unique opportunities to explore by canoe or snowshoes. Three hours in the marsh always provides for exciting nature viewing opportunities!

For those who could not attend the Marsh itself, we continued to take our message of conservation on the

road through our outreach program. Whether in a school, or at a trade show, the Wet N Scaly reptile show and Birds of Prey wowed audiences. Growing in popularity each year, offsite programs not only provide us with a variety of venues, but also provide a valuable source of revenue. Summer offsite programming once again include the Delawana Inn, and expanded to many locations around Ontario. Many enjoyed a Birds of Prey show at their facility.

The exhibit hall had a facelift with new aquariums, pumps, lights etc for the animals. Thanks to funding from Honda, we replaced every tank, ensuring a quality consistent look as well as exceptional habitats for the snakes, turtles, and frogs.





Programs (con't)

Our day camp programs continually attract increasing numbers of children, with many returning each year for more learning and fun. We ran successfully four day camp programs in 2007: Christmas Break Day Camp, March Break Day Camp, Camp Marshes and Moccasins Summer Day Camp, CSI Survival Day Camp. Each camp received tremendous positive feedback from both parents and campers. Camp Marshes and Moccasins Summer Day Camp was staffed by five fabulous councilors dedicated to safety and having fun with campers. Day Camp continues to play an important role in connecting kids to nature. Once again, thanks to the Gordon Black Camp Sponsorship Fund (initiated by a member, Margaret Black), and Buns Kids, Wye Marsh was able to sponsor 13 under privileged children to attend day camp.

Wye Marsh embarked on a new partnership in 2007—with Northern College in New Liskard. Students stayed at the Marsh for 3 days and received intensive training on reptiles and amphibians, Raptors, and Swans. The students were enrolled in a third year Wildlife Rehabilitation course and this training was integral to their program. The students come three times a year and also assist in work related to the animals housed on site. This partnership continues to grow and develop along with the Marsh. We are hoping to expand this type of program to Georgian College as well for their Animal Care Worker program.

The Birds of Prey Program was expanded to include birds for the education programs and flight demonstrations. The summer of 2007 was very busy with educational flying shows at 9 different resorts every week in addition to many day camps, fairs and the weekly Sunday shows at the Marsh. The program is very popular and plans are underway to expand the number of owl species we have as they are a huge draw and most people never get the opportunity to see an owl close up.



With thanks to Hydro One and the Ontario Federation of Anglers and Hunters, the breeding bird program was moved to a property Wye



Marsh purchased on Old Fort Road. Environment Canada requested that the breeding birds be removed from the National Wildlife Area. This was accomplished by an airlift. It was an amazing sight to see 11 octagonal shaped aviaries, over 14 feet in diameter, air lifted by a helicopter and meticulously set down on prepared bases. The crew from Hydro One proved to be experts in their field and everything went smoothly.

2007 saw additional birds sponsored through our Adopt-a-Bird of Prey program. Sponsors pay the purchase price of the raptor and in return get to name the bird, come to observe and work with it a few times during the year, and receive regular updates on their progress.

Birds of Prey Workshops and Falconry Schools were offered to people interested in working with birds of prey as well as the traditional sport of falconry. They both continue to grow in popularity.



Many upgrades to the facility were completed with thanks to donated materials and funds. New boardwalks were built by the Midland Rotary Club and installed with the help of co-op students from the local high schools. The Woodland trail had a bridge replaced, and the rest of the trail signage was installed. "Suicide Hill" was removed from the Mole Hill loop and an additional 1.5 km added. This work was completed in one day with the enthusiastic assistance of 100 volunteers from Base Borden Air Cadets, they were fulfilling their environmental and community stewardship component of their training course. They had such a good time that this summer we hope to have the whole contingent here working on the trails systems (approximately 1,000). The red ski trail had a new extension added, now called Settler's Loop, adding another 2 km for the enthusiasts. Many of





the large rocks were removed from the ski trails, making them smoother for grooming and less treacherous for the hikers and bikers. The trails were opened to mountain biking and Wye Marsh began a program renting 20 bikes purchased through an Active 2010 grant in partnership with Tay Township. The tower received a face lift with new planking and paint job that made it look brand new, courtesy of Canadian Wildlife Service.

Two wind turbines were installed on top of the hill at the end of the service road. A small array of solar panels was also moved up there and all three

technologies hooked into the Wye Marsh grid, providing supplemental power. The renewable energy centre (Laurie's Tiki bar), containing the batteries, electronic measurement devices and a computer, was built from donated materials and labour. This project was funded by Midland PUC,

Ministry of Energy, Shell Environmental Fund and Tay Township. Education programs now use this facility and this technology to expand our reach to both colleges and high schools.



Stewardship Department

In 2007, the development of the Wye Marsh Management plan was made a priority. It is to ensure future direction and protection of this valuable resource. The Wye Marsh Stewardship Committee is acting as the Stakeholder Advisory Committee to the plan development. This Committee is composed of representatives from various groups including members of three municipalities; Town of Midland, the Township of Tay, and the Township of Tiny, Ministry of Natural Resources, Canadian Wildlife Services, Friends of the Wye Marsh, Ducks Unlimited Canada, Ontario Provincial Police, Severn Sound Environmental Association, skilled volunteers, and Valley Watch.

The Management Plan will prove to be a valuable tool in protecting the marsh, while guiding and steering resources and habitat activities.



Stewardship Department (con't)

Management Plan Goal:

To create an integrated management strategy ensuring the long term protection of the natural heritage of the Wye Marsh (PWA and NWA), while providing low impact educational, recreational and research opportunities to maintain biodiversity and benefit present and future generations.

Management Plan Deliverables:

To prepare an Integrated Resource/User Group Management Plan that:



- Establish the current and future ecological, economic, and social values of the Wye Marsh from a regional, provincial, and national perspective;
- Establish short, medium, and long-term management goals in response to user groups, public consultation, and partnership organization perspectives;
- Provide long term direction for land use and a framework governing the viability of activities;
- Identify natural resources and provides a sustainable management framework;
- Outline significant/sensitive areas and wildlife while providing a mandate for protection; and,
- Identify management roles and responsibilities for collective partnerships.

Projects:

All Stewardship initiatives of Wye Marsh combine hands on management with education. Modern



stewardship realizes that prevention is just as important as management itself. For example, we may be able to rid an area of an invasive species (management), but it is just important to educate the public to prevent future pathways of introduction (prevention). Based on this premise, the stewardship department applied for funding for projects that improved habitats while creating a learning environment for groups that assisted in the work.

Invasive Alien Species Partnership Plan: Wye Marsh received \$18,200 in funding from Environment Canada to provide education about, and management of two invasive plant species: 1) Glossy Buckthorn

(*Rhamnus ssp.*), and Common Reed Grass (*Phragmites* ssp.). These woodland and wetland invaders dominate the growth of an area stealing sunlight and nutrients from our native species. Educational content included brochures, a traveling display, workshops for industry professionals, attendance at trade shows, and a curriculum based school program targeting grade 12 students. Management efforts included species removal in the woodlands and fens of the Marsh. Over 20 groups took part in this efforts receiving an education presentation, and providing Wye Marsh a work force.

The George Cedric Metcalf Foundation: Wye Marsh received \$19,000 to fund an intern position in 2007. Chris MacIllenney took part in a seven month contract internship with four main responsibilities. 1) Outdoor education, 2) Management plan development, 3) Offsite training opportunities, 4) Dragonfly, Damselfly, and

Stewardship Department (con't)

Butterfly research. His research project was to inventory the abundance and distribution of dragonflies, damselflies and butterflies in the marsh. One species that was found in the Marsh was well out of its known range: Tule Bluet *(Enallagma carunculatum).* The results of this inventory will be posted on the web site.

Saw-whet Owl banding: On the evenings of September 29th and 30th, Garth Baker, a licensed bird bander, was invited to Wye Marsh to band Saw-whet Owls. Using appropriate netting we were able to band and release 10 Saw-whet Owls over a two night period.



Netting was set up close to the two open fields directly south of the Wye Marsh Centre parking lot. Those in attendance were able to join Garth each time he checked his nets. Only two or three people went at a time so that any captured birds would not be startled. Observers were able to understand the processes and reasons behind bird banding. Bird banding is one of the most useful tools in the study of wild birds. Wild birds are captured and marked, with a numbered metal band placed on the leg. The bander records information about the bird, as well as where and when it was banded. Information collected goes to the Canadian Bird Banding Office, Canadian Wildlife Service for monitoring population health, distribution, and life histories.

Bird monitoring programs were continued with data submitted to Bird

Studies Canada & Ontario Nest Records Scheme: Project Feeder Watch, Marsh Monitoring Program, Forest Bird Monitoring, Tree Swallow & Wood Duck nest boxes.

Swan Program

A recent report authored by Mr. Harry Lumsden, the coordinator of the Ontario Trumpeter Swan Program, has confirmed for the first time in the program's history, the objectives have been attained in reaching a self sustaining population of Trumpeter Swans. At this time, records have confirmed that there are now an estimated 1000 individuals in the Province of Ontario and an estimated 131 breeding pairs, a good indication of the success of the program!

Wye Marsh joined restoration efforts in 1988 and has established itself as one of the main cooperators in the Ontario Program. Each year, our dedicated Wye Marsh staff and volunteers monitor approximately one third of the Ontario Trumpeter Swan population.

Wye Marsh is now shifting its focus to the monitoring aspect of the program. Daily monitoring by staff and volunteers will continue to measure the growth and wellbeing of the population. More emphasis will be placed on the swan's reliance on a natural food source (wetland plants), through the growing season. Supplemental feeding will only occur in times when there is ample opportunity to tag and band swans. Tagging and banding is essential for a successful monitoring program!



<u>Swan Program (con't)</u>

The Wye Marsh Wildlife Centre urges the surrounding community to be proud of its involvement in the Trumpeter Swan Program. We are honoured to be a part of efforts that have successfully restored an incredible species that was once nearly extinct. This exciting milestone reached would not have been possible without the help and dedication of the many volunteers and supporters of this program. Thank-you all for your assistance!

Events

The first annual **Spaghetti Dinner**, sponsored by Garfield Dunlop, raised \$2,000. However, more importantly it brought, not only our MPP and his wife and staff to Wye Marsh, but also drew support from Midland, Tay and Penetanguishene Mayors, all in an effort to raise awareness and funds. Two seatings were close to being sold out. This years Spaghetti Dinner, Friday March 7th, will see the addition of one sitting at 4:00 pm to accommodate the early crowd.



The weather for Sweetwater Harvest was

incredible, providing two full days of sunshine which equated to large crowds. The facility was maxed out as was the volunteer help. This years Sweetwater Harvest, Saturday and Sunday March 29th and 30th, will be improved to accommodate an even larger crowd. Lets all hope for sun shine again this year.

"Wine & Cheese In the Marsh" was a new event held this past year. It was an attempt to combine art, music and nature. The evening included a guitarist strumming away at the canoe dock, wine and cheese and a selection of art for sale. This event will be held again on the 26th of July this year.



Wye Marsh Rhythms Festival was scaled down to fit the reality of our normal operations and the wildlife Carving competition took a year off. We had two action packed days of canoeing, hiking, exhibits, vendors and live

animal shows. Professional musicians volunteered their time to help kick off the fall season. This years Festival, September 13th and 14th will see the return of the Wildlife Carving Competition and a concert on Sunday afternoon with the Desotos.

The **Annual Fundraising Dinner** raised impressive profits this year with thanks to the organizing committee spearheaded by one of our very dedicated volunteers. Dinner guests happily out bid each other on a diverse array of unprecedented items in the silent auction. The

aging classroom was cleverly disguised and took on a elegant look for the evening.



Events (con't)

Workshops, though not considered events, are important activities both for their educational component and the revenue they generate. Special interest workshops are held in varying themes from reptiles and amphibians to birds of prey, beekeeping to wreath making. These workshops generated over \$5,000 in revenue this past year.

Wye Marsh Store

Marsh Memories Gift Shop acquired a new store co-ordinator who faces many new and exciting challenges. The gift store generates a very small portion of the overall revenue for the centre, yet is an integral part of the Marsh.

Marsh Memories will be undergoing gradual changes in both merchandise and look. The nature and education theme will continue to be a large part of the store as we expand.



<u>Marketing</u>

Wye Marsh has had a full-time Marketing and Communications Coordinator on staff now for a full year and Janron Communications is also consulting on a limited monthly basis. This consistent focus has been a definite contribution to significant increases in attendance and sales in many aspects of the business. Media and the public are being informed in a timely manner and the right target markets are being hit to insure that events, workshops, camps, and other programs are successful. More specialized products such as Falconry Workshops and Schools, Ecotours, and Behind the Scenes have experienced small increases, but still require further focus to target the appropriate markets and reach their full potential.



This year Wye Marsh became a member of the Ontario Motor Coach Association and attended their annual conference and marketplace in Ottawa that allowed personal contact with over 50 tour operators. Several of these operators book education programming for schools and were impressed with our extensive education package. Follow-up contact with these individuals and their business will be maintained in order to achieve the goal of increasing tour operator business.

Continual maintenance is being done to ensure that media contacts are current and receiving information in a timely manner appropriate to their needs. For instance a new database has been formed for monthly publications and Ontario Travel Weekend Events Reports, broadcast over radio stations all over central Ontario, as they require a full months activities and happenings the month prior. New

relationships with media are continually being pursued in order to increase the presence of Wye Marsh in their publications and broadcasts.



<u>Marketing (con't)</u>

Customer surveys have been monitored on a monthly basis and several key points have come to fruition:

- People enjoy the animals the best at Wye Marsh with Birds of Prey, Reptiles, and Trumpeter Swans being the main mentions
- There has been an increase in attendance from Southwestern Ontario
- Most customers found out about us through friends or internet
- We have seen an increase in business from local hotels and B&B's

With the purchase of appropriate software, website management was assumed by Wye Marsh staff. The entire site is kept current and informative with information and happenings at the Marsh.

Winds of Change

The Winds of change project was put on hold while the board and staff attempted to resolve the issues with Canadian Wildlife Service. It has been decided that the Board of Directors and staff will work together over the next three months to develop a plan for where we want the Marsh to be in five years. This plan will include modifications or improvements to facilities, research, education, and stewardship. Many of the attributes of the Wind of change will be included in this plan and still have merit. The Executive Director and Representatives of the Board will take this plan to the Minister of the Environment to determine our options.

Membership

Wye Marsh membership continues to grow as people realize the value of joining an organization like Wye Marsh. A new option, Grandparents membership has been added, giving members the opportunity to bring

their grandchildren with them to experience the Wye Marsh.

You also now have the option of becoming a Supporting Member. This opportunity is designed for those who cannot visit the Wye Marsh but would like to support the mission. No admittance is included but you will receive regular updates on progress at Wye Marsh, a certificate of appreciation and a full tax receipt.



Fund Development

With funding from Ontario Trillium Foundation, Wye Marsh was able to hire a fundraiser. Over a six month period, many updates were made to our existing fundraising programs. The web site was changed to make it more donor friendly. Information was distributed about donating gifts of Securities including shares, bonds, warrants, mutual fund shares/units and segregated fund/units. The donor benefits by receiving a charitable tax receipt for the full value of the securities donated and they are not subject to capital gains tax.

Wye Marsh is now linked to CanadaHelps.org., a non-profit organization that simplifies the donation process, using Secure Socket Layers (SSL). Making a donation to Wye Marsh is as simple as clicking a button! There

Fund Development (con't)

is a direct link to CanadaHelps on the donor page of the website. You can make one time donations, monthly donations, contribute to General Funds, Memorial and/or Tribute donations and receive a tax receipt immediately.

Monthly Giving has been added as a great way to get year round support for Wye Marsh. It is a simple, practical and affordable way for donors to make a significant contribution to the organization. An incentive has been offered to these donors – their choice of a Wye Marsh crest or pin. It is also environmentally friendly – using less paper, and is cost efficient. It is totally flexible allowing the donor to increase, decrease, pause or stop their donation at any time.

Circle Members were sent a survey to find out what their thoughts and ideas were for rejuvenating the program and opportunities for future events. Response has been good and plans for new exciting and exciting activities are in the works.

Wye Marsh sent the first mass Direct Mail appeal in November to 12,273 households in North Simcoe. This campaign was moderately successful and donations are still coming.

The biggest challenge was the conversion of our antiquated fundraising software to a more modern and user friendly information system. After training, and a very sharp learning curve, staff are getting used to the new program. However, some fine tuning is still needed to customize the system to our needs.

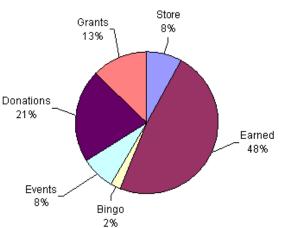
Fundraising is becoming more and more important as Wye Marsh grows and expands, we are anticipating great successes in the future.

An Overview of 2006/07 Finances

I am pleased to announce that Wye Marsh revenues were above the 1 million mark for the first time in the history of the Friends of Wye Marsh. Expenses were kept in line allowing the fiscal year to end with a surplus. Salaries are now in line with other businesses in the area allowing Wye Marsh to continue to attract talented staff as we grow.

It is important to note the comparison of this years revenue stream to the previous two years. We are becoming less dependent on Bingo, events and grants, and can see an increased donations and earned revenue. Progress still needs to be made to acquire funding to move **Revenue** Wye Marsh to the next level of operation.

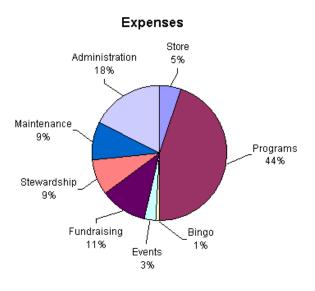
Revenue	2005	2006	2007
Bingo	7%	4%	2%
Donations	13%	18%	21%
Store	8%	9 %	8%
Earned	35%	44%	48%
Events	11%	9 %	8%
Grants	26%	16%	13%



An Overview of 2006/07 Finances

Expenses

Reduction in administrative and maintenance expenses and consistent expenses in other departments allowed more to be spent on education programs, the core of Wye Marsh.



Contributing Organizations

The Midland Penetang Field Naturalists continue to have their monthly meetings at Wye Marsh bringing in an exciting variety of speakers. The Field Nats are always there to assist in events, help with various monitoring programs (e.g. Project Feeder Watch), and volunteer their time to help with research projects in the Wye Valley. Many thanks to this committed group.

The Wildflower Gardeners continue to add beauty the front entrance of Wye Marsh. This year new signs were installed to compliment their work and tie into the rest of the signage around the marsh. The gardeners led



interpretive tours in the summer and helped us with the Xeriscape garden. Wye Marsh has a wildflower garden that is unequalled, all due to the tireless work of this dedicated group.

The Wye Marsh Woodcarvers continue to expand their membership adding many new members this year. The Carvers assist Wye Marsh in every event, help raise funds through raffles and workshops and this year all members of the woodcarvers purchased a Wye Marsh membership. The club members repaired

two of the Wye Marsh 8 man canoes this year, giving them a much needed face lift! They are always there when asked to help and are much appreciated. Watch for the return of the Canadian Woodcarving Championships this year in conjunction with the fall Rhythms Festival in September.









Thank you to the over 500 individuals and sponsors that have contributed to this successful year. We couldn't have done it without you!





Escape...Explore...Experience... Wye Marsh Today